



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 194843
Schedule Dates 09/04/12-09/17/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est. 1687 OFA Sked C 9/4-9/17 (71323)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/9/4-9/17/1687 Sked C
Account Types Local/Political Candidate Agency
Billing Type Calendar
Comments

Date Entered 08/30/12
Last Modified 08/30/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,300.00
Net Total \$103,700.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Sep. 2012
Grand Total:
Spots 90
Rate \$122,000.00
\$122,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	9A- LIVE!	1	1	1	1	1	1			9	\$600.00	\$5,400.00	WJLA Arlington (WJLA)		8/30/12
2.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	9A- LIVE!	1	1	1	1	1	1			9	\$500.00	\$4,500.00	WJLA Arlington (WJLA)		8/30/12
3.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	10:58A- ABC- THE VIEW	1	1	1	1	1	1			9	\$1,000.00	\$9,000.00	WJLA Arlington (WJLA)		8/30/12
4.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	1	1	1	1	1			9	\$800.00	\$7,200.00	WJLA Arlington (WJLA)		8/30/12
5.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1	1	1	1	1	1			9	\$500.00	\$4,500.00	WJLA Arlington (WJLA)		8/30/12
6.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	12:57P- ABC- THE CHEW	1	1	1	1	1	1			9	\$500.00	\$4,500.00	WJLA Arlington (WJLA)		8/30/12
7.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	6:59A- ABC- GOOD MORNING AMERICA	1	2	1	2	1				13	\$1,000.00	\$13,000.00	WJLA Arlington (WJLA)		8/30/12
8.0	Normal Line / SPOT	09/04/12-09/14/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2	X	X	X	X	X			4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		8/30/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	7:57P- ABC- BACHELOR PAD	2								2	\$7,000.00	\$14,000.00	WJLA Arlington (WJLA)		8/30/12
10.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	7:57P- ABC- CMA MUSIC FESTIVAL	2								2	\$7,000.00	\$14,000.00	WJLA Arlington (WJLA)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Contract # 194843

Schedule Dates	09/04/12-09/17/12	Date Entered	08/30/12
Advertiser	Obama for America/D (9323)	Last Modified	08/30/12
Agency/T-Code	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Est 1687 OFA Sked C 9/4-9/17 (71323)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Nagelberg, Dan	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	OFA/9/4-9/17/1687 Sked C	Commission	\$18,300.00
Account Types	Local/Political Candidate Agency	Net Total	\$103,700.00
Billing Type	Calendar	Sales Tax	
Comments			

WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Sep. 2012	90	\$122,000.00
Grand Total:	90	\$122,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	5:57P-ABC-PRIVATE PRACTICE			2						2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		8/30/12
12.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	9A- LIVE!		1							1	\$600.00	\$600.00	WJLA Arlington (WJLA)		8/30/12
13.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	10A- RACHAEL RAY		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/30/12
14.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	10:58A-ABC-THE VIEW		1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/30/12
15.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	11:59A-NEWS-ABC 7 NEWS @ NOON		1							1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/30/12
16.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/30/12
17.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	12:57P-ABC-THE CHEW		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/30/12
18.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	6:59A-ABC-GOOD MORNING AMERICA		3							3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/30/12
19.0	Normal Line / NEWS BRIEF	09/04/12-09/13/12	1	:30	12P- 12:15P (EST)		1		1					4	\$6,400.00	\$25,600.00	WJLA Arlington (WJLA)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

New Order

Media: TV	Market: Washington, DC	Vendor: WJLA-TV	Billing To: GMMB
Client: Obama for America	Demo: Adults 35+		1010 Wisconsin Avenue, NW, #800
Product: Candidate Orders	Separation: 30	AE: Susan Petro	Washington, DC 20007
Estimate: 1687	Flight Start: 9/4/12	Phone:	
Description: OFA Sked C 9/4-9/17	Flight End: 9/17/12	Phone: 202-572-2852	
Version: 1	Survey:	Fax: 202-338-2334	

Comments:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	9/4	9/11	Total Spots	Adults 35+ RTG	CPP
1	TuWThF,M 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00	C 30	5	5	10		
2	TuWThF,M 10:00A-11:00A (RACHEL RAY)	DT	\$500.00	C 30	5	5	10		
3	TuWThF,M 11:00A-12:00P (THE VIEW)	DT	\$1,000.00	C 30	5	5	10		
4	TuWThF,M 12:00P-12:15P (today on the campaign trail)	DT	\$6,400.00	C 30	2	2	4		
5	TuWThF,M 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$800.00	C 30	5	5	10		
6	TuWThF,M 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE)	DT	\$500.00	C 30	5	5	10		
7	TuWThF,M 1:00P-2:00P (THE CHEW)	DT	\$500.00	C 30	5	5	10		
8	TuWThF,M 7:00A-9:00A (GMA 7A-9A)	EM	\$1,000.00	C 30	8	8	16		
9	TuWThF,M 5:00P-6:00P (NEWS 7 @ 5)	EN	\$1,600.00	C 30	2	2	4		
10	M 8:00P-10:00P (BACHELOR PAD)	PT	\$7,000.00	C 30	2	2	4		
11	Tu 10:00P-11:00P (NY MED)	PT	\$3,500.00	C 30	2	2	4		
Total Spots:					46	46	92	0.0	
Total GRP/GIMP(000):					0.0	0.0			
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots						
9/2012	\$129,000.00 - 92	\$0.00 - 0	\$129,000.00 - 92						
Total Gross Cost: \$129,000.00					Total Gross CPP:		\$0.00		
Total Net Cost: \$109,650.00					Total Net CPP:		\$0.00		